

Consumer Perception on Sponsor Advertisements on Social Media



Ad Visibility & Platform Reach

- **91%** of respondents have seen ads on YouTube.
- **78%** report seeing ads on Facebook, followed by 53% on Instagram.
- Highest recall is among the **36–45** age group.



Content Preference & Engagement

- **76%** of users prefer ads that offer discounts or promotional offers.
- **52%** of respondents have clicked on a sponsored ad at least once.
- **26–35** age group shows the highest click rate (59.5%), and engagement is consistent across genders.



Conversion & Purchase Behavior

- **40.8%** of users consider purchasing after seeing a sponsored ad.
- Female users show a higher conversion rate (**73.45%**) than males (53.84%).
- Most common purchase for females Beauty Products (**41%**) and male Electronics and Gadgets (35%).



Date: 2025-06-05

1. Objective

- To understand user perception, engagement, and purchase behavior influenced by sponsored advertisements on social media platforms.

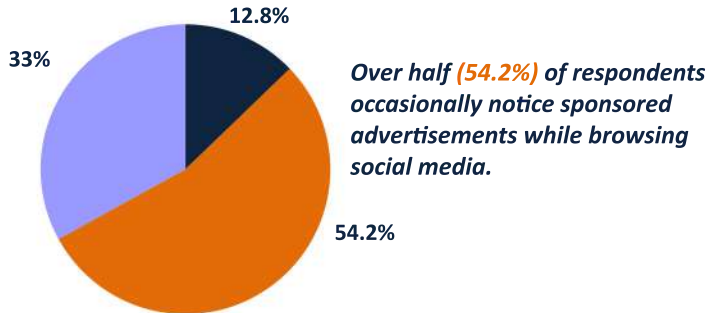
2. Methodology

- Approach: Quantitative survey with a few open-ended questions
- Survey Mode: Computer Aided Personal Interview (CAPI)
- Tools Used: Digital data collection platform
- Sample Size: 500 respondents
- Locations Covered: Kathmandu, Pokhara, Butwal, Janakpur, Lalitpur, Narayanghat
- Length of Interview (LOI): Approx. 10 minutes
- Screening Criteria: Respondents who could recall or recognize a sponsored ad on social media

3. Major Findings and Insights

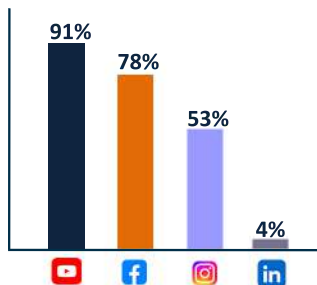
Awareness & Frequency of Exposure

- A majority of respondents (54.2%) sometimes notice sponsored advertisements while browsing social media, indicating moderate ad awareness.
- The 36–45 age group reports the highest attention, with 59.46% stating they sometimes notice such ads. Both male and female users report similar frequencies.



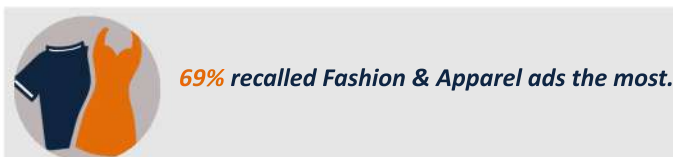
Platforms with Highest Ad Exposure

- **YouTube** ranks highest in ad exposure (91%), followed by Facebook (78%) and Instagram (53%).
- Among the 18–25 age group, 92% report frequent ad exposure on YouTube. Followed by 36 to 45 age group (91%) and 26–35 age group (89%).
- Both male and female users reflect similar trends.
- This suggests that YouTube emerges as the most impactful platform for sponsored content, especially among younger, digitally active audiences.



Types of Sponsored Ads Most Noticed

- **Fashion & Apparel (69%)**, Food & Beverages (65%), and Electronics & Gadgets (55%) are the most noticed categories.
- 73% of respondents belonging to the 26–35 age group notice Fashion & Apparel ads the most.
- Where 82% of female respondents recall Fashion ads, while 74% male respondents primarily notice Electronics & Gadgets.

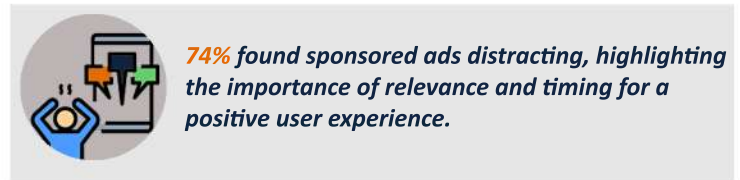


Preferred Content in Sponsored Ads

- The data suggests respondents prefer ads that provide clear value, especially discounts, customer reviews, and informative content.
- Among which **76%** prefer ads featuring **discounts or offers**.
- 81% of the 18–25 and 36–45 age groups favor deal-based ads.
- Both genders show strong preference for value-driven content.

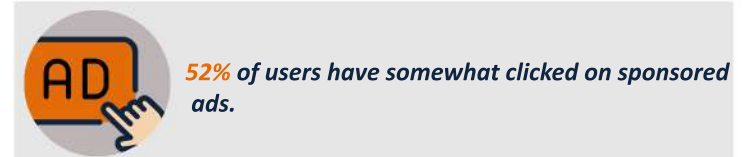
General Perceptions Toward Sponsored Ads

- 74% of respondents find sponsored ads distracting, yet many also describe them as informative (67%) and useful (60%).
- The respondents from age group 18–25 (78%) and 26–35 (70%) find the ads distracting where as age group 36–35 find it informative (72%) and useful (73%).
- We can notice that Ad effectiveness depends on timing, relevance, and delivery where poorly targeted or intrusive ads risk alienating users.



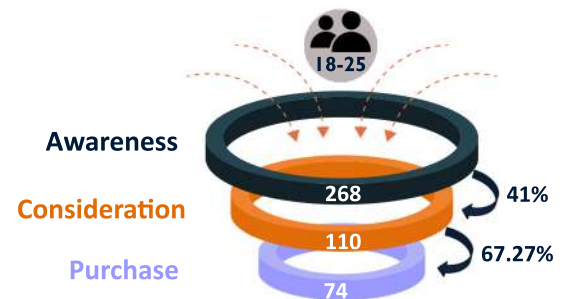
4. Engagement and Interaction

- 52% of users report that they somewhat click on sponsored ads, indicating moderate interaction levels.
- Ads related to automobiles generate the most engagement, with 67% interacting, likely due to strong visuals, aspirational appeal, and features like EMI offers or test drives.
- The **26–35** age group shows the **highest click engagement**, with 59.5% reporting recent interaction.
- 53.69% of male respondents report clicking on sponsored ads, closely following female (49.61%) engagement levels.
- Here, Sponsored ads, especially in aspirational categories like automobiles, drive meaningful engagement, particularly among young professionals and both genders.



5. Influence on Purchase Behavior

- Among the 500 respondents who can recall and recognize the sponsor ads, 40.8% (204) of the respondents considered purchasing in the last six months and among them 64.7% (132) have purchased in the last six months.
- Within this, respondents aged 18–25 show a slightly higher consideration rate, where 41% (110) out of 268 individuals consider purchasing, and 67.27% (74) actually follow through, indicating strong responsiveness among younger users.
- Looking at gender-specific patterns, male respondents (244) show a consideration rate of 37.29% (91), with 53.84% (49) going on to make a purchase. In contrast, female respondents (244) demonstrate higher engagement, with 44.14% (107) considering a purchase and 73.45% (83) completing it, suggesting that sponsored ads resonate more effectively with female audiences.
- Among the 83 female purchasers, 41% buy beauty products, making it the most influenced category. Meanwhile, among the 49 male purchasers, 35% buy gadgets or electronics.



6. Conclusions



- 54.2% Moderate awareness
- 91% Top Platform : Youtube
- 76% Content Preference: Discount-Oriented
- 69% Most noticed ad: Fashion & Apparel
- 33.1% of users made a purchase via ads.

The study highlights that sponsored advertisements on social media moderately capture user attention, with YouTube emerging as the most impactful platform across age and gender. Visually engaging categories like fashion, food, and electronics are most noticed, especially among young users and females. Value-driven content, such as discounts and offers, greatly enhances engagement and purchase behavior. While some find ads distracting, well-targeted and relevant content drives meaningful interaction and conversion, confirming that sponsored ads, when done right, influence consumer decisions effectively.



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